

# FOCAL POINT



## Mayor's Message

Mike Simpson

## Communication-Communication

When I was elected Mayor in May of 2002, one of the commitments I made was to do everything I could to ensure more communication with the citizens of our fast growing city. Then, we were a city of about 50,000 people and without all of the sports venues we have now, no where near the number of activities in the city, and fewer restaurants, places to shop, and corporate offices. Today, we have nearly 100,000 residents. Given the phenomenal growth of our school districts, number of businesses and special events happening throughout our city, our need to communicate with our citizens is even greater. This month's article will center on what we have done since 2002 to improve communication with our citizens and how we will continue to keep this a priority in the future.

### Changes in 2002

Town Hall meetings are held three times each year and provide citizens more in-depth information on a variety of topics. While Town Hall meetings are not new, we have changed the format, somewhat, to make meetings more 'interactive' and promote community spirit. Today, our Town Hall meetings provide citizens an opportunity to speak directly with city staff 'before and after' meetings. Departments host information booths where citizens can ask questions and pick up literature about city programs, services and special events. Nowadays, our Town Hall meetings feature a 'theme' and attendees receive a complimentary 'giveaway' usually associated with the theme while promoting the city's brand.

The final Town Hall meeting for 2007 is scheduled for Monday, October 22 from 7 - 9 p.m. in City Council Chambers located inside the George A. Purefoy Municipal Center, 6101 Frisco Square Blvd.

The new success of our reformatted Town Hall meetings gave birth to new ideas to improve communication and target specific audiences.

City Hall House Calls were started in late 2002 and are essentially 'mini Town Hall meetings'. We designed the 'City Hall House Call' as a way to visit more people in their own backyards and update them on what's happening in Frisco. Meetings are held in all kinds of venues, including community centers and schools. City Hall House Calls feature presentations by myself and city staff, who give citizens briefings on everything from demographics to road construction and improvements. Park development, business activity, taxes and special events are also among requested discussion topics. Agendas may also include topics related to the specific neighbor-

See **COMMUNICATION**, page 2

Photo courtesy of PBL Photographs



"Frisco Flyer" by artist Larry Kirkland stands tall at Pizza Hut Park. The artwork topped with gold leaf, changes color in the daytime depending on the amount of sunlight. At night the art is illuminated with colored lights.

# FRISCO'S PUBLIC ART program soaring

BY DARCY SCHROER

Dotted across Frisco are public jewels, artwork that is accessible to citizens as they go about their daily routines. Experiencing public art is inevitable whether you are simply driving down the



Artist David B. Hickman installs the public art piece "The Sky's the Limit". The kite sculpture at Vivian Stark McCallum Park in the Queens Gate subdivision is designed to move with the wind.



Cowboys gather around the campfire while you shop at the Centre at Preston Ridge. The public art work representing cattle drives along the Shawnee Trail is located at the corner of Gaylord Parkway and Preston Road. It is the longest continuous-themed bronze sculpture collection in the United States.

approved in 2004.

The City Council also appoints a citizen Public Art Board to oversee the implementation of the program.

Public art is now a part of the planning process as new city buildings and parks come to fruition. The idea is if the public can gain access to it, you are likely to see a piece of art included.

road, going to a soccer game or playing in the park.

"The Sky's the Limit" is the name of a new work of art soaring above the swing set and slides at the Vivian Stark McCallum Park in the Queens Gate subdivision. The kinetic sculpture's vivid purple and green patches take the form of a kite and take imaginations on a flight of fancy.

"It's fun to make a piece that you hope is going to make people smile and laugh and say 'look at that kite, it's a metal kite actually flying up in the air,'" boasts artist David B. Hickman.

In 2002, the Frisco City Council passed an ordinance establishing Frisco's Public Art Program. Frisco's ordinance calls for a percentage of capital project funds to be used to commission public art, a nationally used plan known as "Percent for Art." The ordinance also called for the development of a Public Art Master Plan. In 2003, the City hired Via Partnership to develop that plan, which the City Council

See **ART**, page 7

## HOW TO REACH US

### EDITOR

Darcy Schroer  
Communications Specialist  
972-292-5077  
dschroer@friscotexas.gov

### CONTRIBUTORS

Dana Baird  
Director of Communications & Media Relations  
972-292-5080  
dbaird@friscotexas.gov

Sgt Glynda Covington  
Community Services Division  
Frisco Police Department  
972-292-6134  
gcovington@friscotexas.gov

Martha Diaz  
Engineering Tech  
972-292-5414  
mdiaz@friscotexas.gov

Melody Emadiar  
Water Education Coordinator  
972-292-5814  
memadiar@friscotexas.gov

Bettie Grimes  
Safety Town Coordinator  
Frisco Fire Department  
972-292-6351  
bgrimes@friscotexas.gov

Jami Jensen  
Marketing Coordinator  
Parks & Recreation Dept  
972-292-6515  
jjensen@friscotexas.gov

Jeremy Starritt  
Environmental Education Coordinator  
972-292-5914  
jstarritt@friscotexas.gov

### PHOTOGRAPHY

Aaron Cobb  
Videographer  
972-292-5075  
acobb@friscotexas.gov

Darcy Schroer

# Grand Opening Celebration October 27



You are invited to mark a special occasion for the City of Frisco and all our citizens. The Frisco Athletic Center opens to the public this month with the grand opening celebration set for Saturday, October 27.

The celebration will begin at 3 p.m. with a short dedication in front of the building at 5828 Nancy Jane Lane, near the intersection of Preston Road and Wade Boulevard. Following the

dedication, everyone is encouraged to head inside to check out this state-of-the-art fitness, aquatic and recreation facility. Learn more about the classes offered. Here are just a few of the demonstrations:

- **Ballroom dancing**
- **Jazzercise**
- **Tae Kwon Do**
- **Abakadoodle (kids arts & crafts)**
- **Pilates & yoga**

### • **Orizon (a form of dance incorporating many cultures)**

The city's Parks and Recreation Department operates the Frisco Athletic Center. To find out how you can become a founding member and for details on the amenities, see page 5 or go online to friscotexas.gov and click on the Frisco Athletic Center banner on the home page.

## Visit us on the Web!

Looking for detailed information about a City of Frisco service or event? Check out friscotexas.gov, your complete guide to the city government.

Look for the latest alerts and press releases on the home page, or sign up to receive City of Frisco news to your email account.

To subscribe, click on the Communications tab, and then choose E-News List Serv.

## COMMUNICATION

Continued from page 1

hood hosting the 'house call'.

In the past four and half years, we have conducted more than 150 of these meetings. If your Homeowners Association or civic organization is interested in hosting a City Hall House Call, contact Amy Gill, Assistant to the City Manager, at agill@friscotexas.gov or call 972-292-5103.

Business Executive Briefings are held quarterly with the CEO's, Presidents and other executives of our major businesses. We use these briefings to update businesses about road construction and improvements, as well as activities by our Economic Development Corporation. We also share information about our community so their employees can better enjoy the community where they work.

HOA Presidents Meetings were started to provide information to more than 120 different communities through their HOAs, which, in turn, distribute the information to their homeowners. We meet with HOA presidents three times each year. For more information, contact Amy Gill, Assistant to the City Manager, at agill@friscotexas.gov or call 972-292-5103.

### Communicating in today's Environment!

As I go around the city and ask people how they find out information about what is happening in Frisco, I receive a variety of interesting answers. Some read newspapers. The Frisco Enterprise is our official newspaper of record. The city's Communications Department regularly sends information to The Frisco Enterprise, as well as the Dallas Morning News and its affiliate publication, Frisco Neighbors, which is distributed on Saturdays. The Communications Department also shares information with other publications, includ-

ing, but not limited to, Frisco Style, Inside Collin County Business, Dallas Business Journal, Discover Frisco and Frisco Online. The Communications Department also works with local television and radio stations, as well.

The city's newsletter, Focal Point, is distributed to every home on a monthly basis as an insert in All About Frisco, which is published by The Frisco Enterprise. Our newsletter is mailed to more than 35,000 households and is dedicated to information about city programs, services and special events.

### Web Based Information

We have an outstanding, national award winning web page that provides a tremendous amount of information. You can access our website at www.friscotexas.gov and get information on almost any topic about Frisco. By going to the Communication header, you will get these topics:

- Cable Channel Broadcast: See city events and meetings on Channels 12 & 16. The Frisco Today and the Mayor's Corner segments cover the latest happenings in our City.
- Citizen Scrapbook: Pictures of city events (currently being updated)
- Community Links: links to websites for local youth sports programs, county sites, HOAs and other community websites
- E-News List Serve: Sign up to get press releases and special announcements about city programs, events and services. It is fast and easy to do!
- GIS Maps: Get interactive maps and information/location on zoning, parks, restaurants, city facilities, medical, hotels, schools, daycare and others.
- Newsletters: On-line copies of Focal Point,

our city newsletter; Frisco Fun, our Parks and Recreation publication and Heard from the Curb, the Environmental Services newsletter.

- Press Releases: Get copies of important news
- Q&A: Questions asked by citizens and city staff responses.
- Special Events: Upcoming city sponsored events
- State of the City: A power point presentation covering all aspects of the city.
- This Week in Frisco: A calendar of key city meetings with dates, times and locations
- Town Hall Meetings: Dates for future meetings and presentations from the last meeting
- Volunteering: Information on how to get involved to help on upcoming events.

Our Web site also provides a link to businesses interested in Frisco with links to our Economic Development Corporation, demographic data, city departments, staff, on-line services, status of permits and numerous other items. Visitors to Frisco can link to the city's Convention and Visitors Bureau site and receive information on what to do and see here. Every department in our city has information and contacts available for our citizen to view.

In addition, several council members have their own e-mail list and they provide information on a weekly basis. Our goal is to 'over communicate', if anything. I have had people tell me that they 'didn't know' about an event or program. I tell them we have more vehicles for communication than ever before!

### Upcoming Events:

**October 3:** Lamar Hunt US Open Cup Championship soccer match-Pizza Hut Park at 7

p.m., FC Dallas vs. New England Revolution. This is a nationally televised game and chance to showcase Frisco. For tickets, go to FC Dallas website at www.fc.dallas.mlsnet.com

**Oct. 12-13:** The Frisco Storytelling Festival at the Frisco City Hall Plaza and George A. Purefoy Municipal Center. Visit www.friscostorytellingfestival.org

**Oct. 27:** The Gary Burns Fun Run benefiting the Frisco Education Foundation, which provides student scholarships for Frisco seniors. On this same Saturday, we'll celebrate the grand opening and ribbon cutting for the city's new Frisco Athletic Center.

**Nov. 10:** Frisco Community Parade Beginning at 11 a.m., bands, floats, sports teams, mascots, and city departments will participate in our community parade down Main Street. "Salute to the Troops" is the returning theme and U. S. Congressman Sam Johnson will serve as grand marshal.

**Dec. 1:** Make plans now to attend Merry Main Street, which is the city's official tree lighting ceremony and will feature family fun activities at City Hall Plaza in Frisco Square and in historic downtown Frisco. There will also be a Merry Market off Main Street in the parking lot behind our old city hall on Main Street and a Holiday Home Tour of eight historic homes by the Heritage Association of Frisco from 10 a.m. - 4 p.m. in the old downtown area.

Communication will continue to be one of our top priorities. We want all our families to enjoy all we offer in Frisco.

**Sincerely,  
Mike Simpson  
Mayor**



# Increase your yard appeal, decrease water waste

BY MIKE BARTH

IRRIGATION SPECIALIST

BY MELODY EMADIAZAR

WATER EDUCATION  
COORDINATOR

Autumn offers a great opportunity to give special attention to your landscape. Keep in mind that with cooler weather your sprinkler system controller should be adjusted to water less since plants are losing less water.

The City of Frisco offers residents and businesses a free irrigation audit to help prevent excessive outdoor water use. Mike Barth, City of Frisco irrigation specialist, offers some key reasons why an irrigation audit will help you maintain a beautiful water-efficient landscape.

## Top 10 Reasons for an Irrigation Audit

10. "The beginning is the most important part of the work" – Plato. You are an important component in water conservation. An irrigation audit is a preventative measure ensuring water efficiency at your home.

9. Once and for all, you would like to learn how to set your sprinkler system timer.



City of Frisco irrigation specialist Mike Barth determines how well a resident's sprinkler system is operating. Make sure you are not wasting water by signing up for a free irrigation audit. Call 972-292-5844 to schedule an appointment.

8. The irrigation auditor can tell you approximately how many gallons per minute for each zone and cycle you are using and more important, what that means.

7. You have a lot of questions

about your sprinkler system and do not know where to start. The irrigation auditor can give you tips on sprinkler system design and operation, and information on rain/freeze shut-off sensors and ET controllers.

6. You want to know your options. There could be a watering technique that works better for your lawn.

5. You are wondering what you can do to lower your water bill. The irrigation audit checks

for wasteful leaks that can affect your water bill. 4. You are ready to nurse your neglected landscape back to health.

3. The irrigation specialist can show you how to maintain a healthy lawn while using less water.

2. It is time for your sprinkler system's regular check up.

1. It is free!

To schedule your free irrigation audit, contact the City of Frisco's Irrigation Specialist, Mike Barth at 972-292-5844, or email him at mbarth@friscotexas.gov.

If you are interested in a new technology that can greatly reduce your outdoor water usage, look into the City of Frisco's ET Controller Program. An ET controller does not work like your normal automatic timer. It uses site-specific information and weather data to adjust your watering schedule. The program offers a one-time \$100 rebate for residents that install an ET controller onto their existing sprinkler system. For more ask information visit our website at [www.friscotexas.gov](http://www.friscotexas.gov), and then click on the Professor Water Wise banner on the home page.



## HELPING paws

Sugarpo Schroeder loves yard clippings. He always reminds his family to use designated paper bags when putting lawn waste out for regular collection on trash and recycling day.

Do you have a recycling helper at home? Take a picture of your pet helping to keep Frisco "Clean and Green" and they could win a GREEN TEAM pet surprise package. Send photos to [jstarritt@friscotexas.gov](mailto:jstarritt@friscotexas.gov), or to Environmental Pets at 11300 Research Rd., Frisco, TX 75034.



## Meeting of the 'green' minds

On Thursday, August 30, Frisco PTA environmental chairs, Frisco ISD recycling coordinators, and representatives from the City of Frisco Environmental Services division came together to discuss this school year's upcoming environmental programs. Discussed, were upcoming plans for this school year such as the Mother Earth's Valentine's Day phone-book collection and Texas Recycles Week. In all, it was a great time to network and learn how a GREEN TEAM can really make a huge difference in the lives of the students and in the community.

are Wednesdays from 2 p.m. – 7 p.m., and Saturdays from 8 a.m. – 4 p.m. Please call (972) 292-5912 for more information.

### "Do It Yourself" disposal

When hauling items to the Custer Transfer Station (9901 Custer Rd.) please remember that box trucks and U-Hauls will not be allowed to enter. Trash carried by box trucks and U-Hauls will be accepted at the 121 Regional Disposal Facility in Melissa, for a charge.

Pickup trucks, SUVs, and cars can all be used to haul items to both locations free of charge. Trailers of any size are acceptable at both locations if they are towed behind a pickup truck or passenger vehicle.

Drop-offs are limited to twice a month, and you must show proof of residence with a current City of Frisco water bill.

For a map to any of the above waste facilities, go online to [www.friscotexas.gov](http://www.friscotexas.gov). Click on the departments tab and choose Environmental Services.

### Hazardous waste how to

Are home improvement leftovers cluttering your garage? Be careful of how you dispose them. Paints and stains are not acceptable items for your trash cart. For safe disposal you must bring them to the Environmental Collection Center located at 6726 Walnut Street.

The hours of operation for Hazardous Chemical Disposal

## City seeking input for public transit study

As a starting point for a public transit study, the City of Frisco Planning and Development Services Department and the consultant team of McDonald Transit Associates, Inc. will hold a public meeting.

City staff and the consultant team want to gather input on public transportation needs, explain the current state of public transit in and around Frisco, and explain the purpose behind conducting

a public transit study.

The public meeting is planned for Tuesday, October 30. The meeting will begin at 6:30 p.m. inside the City Council Chamber at the George A. Purefoy Municipal Center, 6101 Frisco Square Blvd.

Contact Ryan Middleton at 972-292-5363 or [rmiddleton@friscotexas.gov](mailto:rmiddleton@friscotexas.gov) for more information.

# Monthly Project Update

Our city web site has the most current information on these projects. Go to [friscotexas.gov](http://friscotexas.gov). Click on the Departments tab. Then choose Engineering. Next, click on Construction, then Project Update.

## 1 CR 712 (Frisco St - North County Rd)

Scope: Complete four-lane roadway (Frisco St. - RR Crossing) and two-lane roadway (RR Crossing - North County Rd)  
Est. completion of design is September 2007

## 2 DNT Phase 3 Section XI-N

Scope: Construction of main lanes of the DNT from Gaylord Parkway to Platinum Parkway.  
Est. open to traffic September 2007.

## 3 DNT Phase 3 Section XII-N

Scope: Construction of main lanes of the DNT from north of Eldorado Parkway to US 380. Project also includes construction of the southbound service roads from Eldorado Parkway to US 380.

Est. open to traffic September 2007.

## 4 DNT Phase 3 Section XII-S

Scope: Construction of main lanes of the DNT from Platinum Parkway to north of Eldorado Parkway. Project also includes construction of the southbound service roads from Main Street to Eldorado Parkway.

Est. open to traffic September 2007.

## 5 Eldorado Pkwy (DNT - Preston)

Scope: Construct the northern two lanes. This will complete four lanes of an ultimate six lane roadway with median and includes three lanes of the overpass at the BNSF RR. Landscaping, irrigation, and street lighting are included in this project.

Est. completion of design is end of September 2007

## 6 FM 2934/Eldorado Pkwy (DNT - FM 423)

Scope: Replace existing two-lane asphalt roadway with a six-lane concrete roadway with median.

Est. start of construction: Spring 2008

## 7 FM 3537 Improvements (Preston Rd - Custer Rd)

Scope: Replace existing two-

lane asphalt roadway with a six-lane concrete roadway with median.

Est. start of construction is October 2008.

## 8 FM 423 Improvements (Stewart Creek - Eldorado Pkwy)

Scope: Replace existing two-lane asphalt roadway with a six-lane concrete roadway with median.

Est. start of construction is December 2008

## 9 FM 423 Improvements (Eldorado Pkwy - US 380)

Scope: Replace existing two-lane asphalt roadway with six-lane concrete roadway with median.

Est. start of construction: December 2009

## 10 Independence Parkway (SH121 - Main)

Scope: Construct the western two lanes of Independence Parkway from SH 121 to Rolater and four lanes from Rolater to Main Street. This will complete four lanes of an ultimate six lane divided roadway.

Est. completion of construction is February 2008.

## 11 Lebanon (FM 423 - Presidents)

Scope: Construct the southern two lanes of Lebanon Road from Village to FM 423 including a three lane bridge at Stewart Creek. This will complete four lanes of an ultimate six lane divided roadway.

Est. start of construction is October 2007.

## 12 Legacy Drive (Citation - Main)

Scope: Construct the eastern three lanes. This will provide a six lane roadway in this section. Landscaping, irrigation, and street lighting are included in this project. Design complete. Estimated start of construction is August 2007.

Estimated end of construction is March 2008.

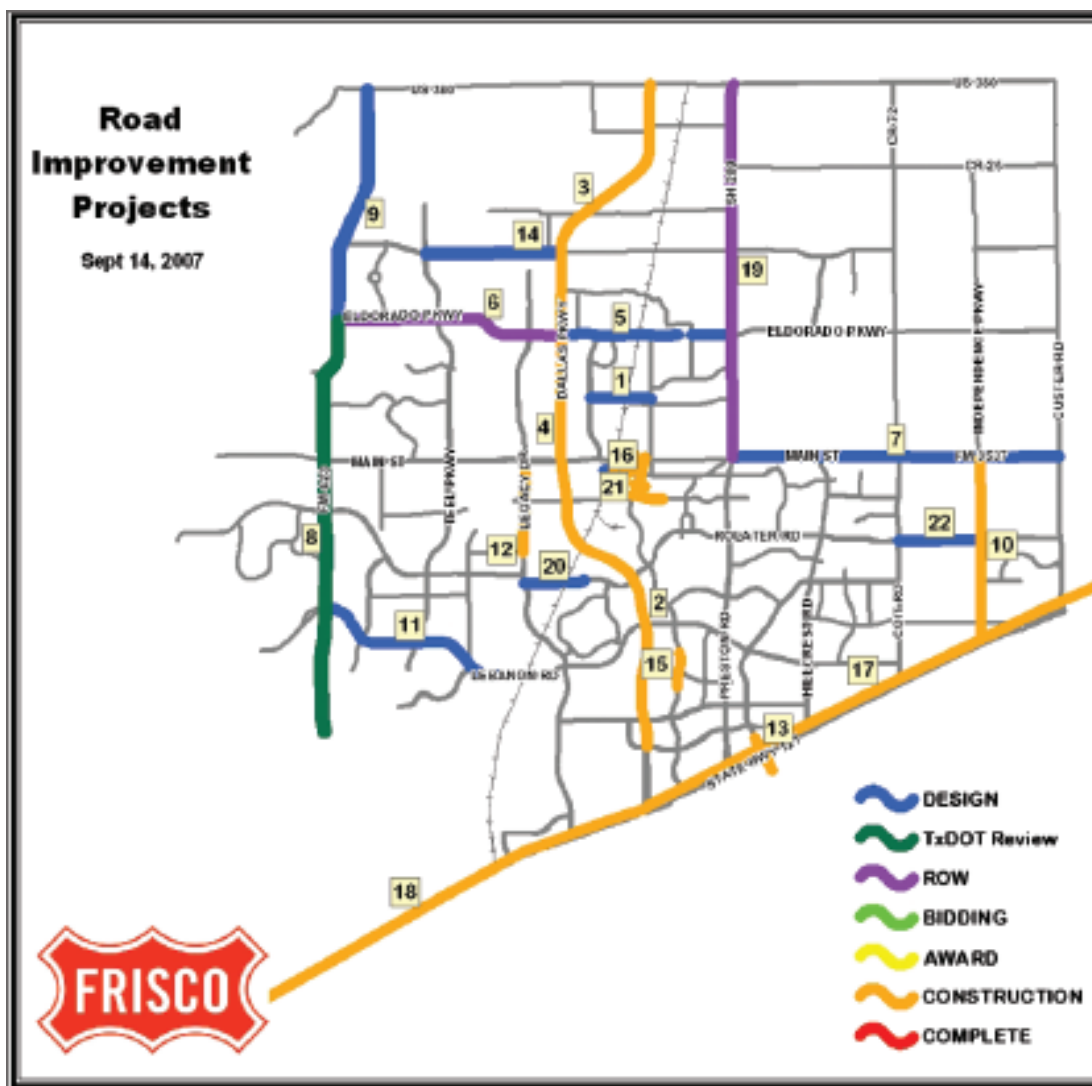
## 13 Ohio Overpass (SH 121)

Scope: Ohio Drive Overpass at SH 121

Est. TxDOT completion of construction is December 2007.

## 14 Panther Creek Parkway (Teel - DNT)

Scope: Construction of four lane divided roadway including landscape, irrigation, and street lighting. Extend four lanes of Legacy Drive to connect with



Panther Creek Parkway.

Est. completion of design is December 2007

## 15 Parkwood Drive (Lebanon - Warren)

Scope: Construction of the two western (southbound) lanes including landscape, irrigation, and street lighting.

Est. completion of construction is October 2007

## 16 Selected Old Town Streets

Scope: Reconstruction of the following streets to concrete with curb and gutter:

- First Street (West Main south to Ash)
- Third (Oak north to Maple)
- Third (Main south to Ash)
- Fourth (Main north to Maple)
- Sixth (Maple south to Hickory)
- Pecan (Fifth to Seventh)
- Hickory (Fifth to Courtyard Dr)

Est. completion of construction is July 2008.

## 17 SH 121 Freeway (DNT - Hillcrest)

Scope: Construct main lanes on SH 121 from Dallas North Tollway to Hillcrest.

Est. completion of construction is December 2007.

## 18 SH 121 Freeway (FM 544 - DNT)

Scope: Construct six main lanes and six lanes of frontage roads from FM 544 to Dallas North Tollway.

Est. completion of construction is early 2008.

## 19 SH 289/Preston Rd (Main St - US 380)

Scope: Construct a six-lane divided roadway, which will replace the existing two-lane asphalt roadway. \$2 million dollars of the City of Frisco's \$4.5 million dollar participation in this project pays for the previous construction of Preston Road south of Main Street. Currently, land is being acquired for the road widening.

Est. start of construction is mid-2008.

## 20 Stonebrook Parkway (Legacy - Longhorn)

Scope: Construct four lanes with an underpass at the BNSF RR and a bridge at Stewart Creek. Project includes federal wetland permits & environmental coordination.

Est. completion of design and permitting is June 2008.

## 21 Frisco Square Blvd (Railroad Crossing)

Scope: Street Connection of Frisco Square Boulevard across the railroad tracks from Cook Street to West Main Street. This is Phase 2 of the Frisco Square Street Improvements.

Est. completion of design is October 2007.

## 22 Rolater (Coit - Independence)

Scope: Construct a four-lane divided roadway, which will replace the existing dirt road.

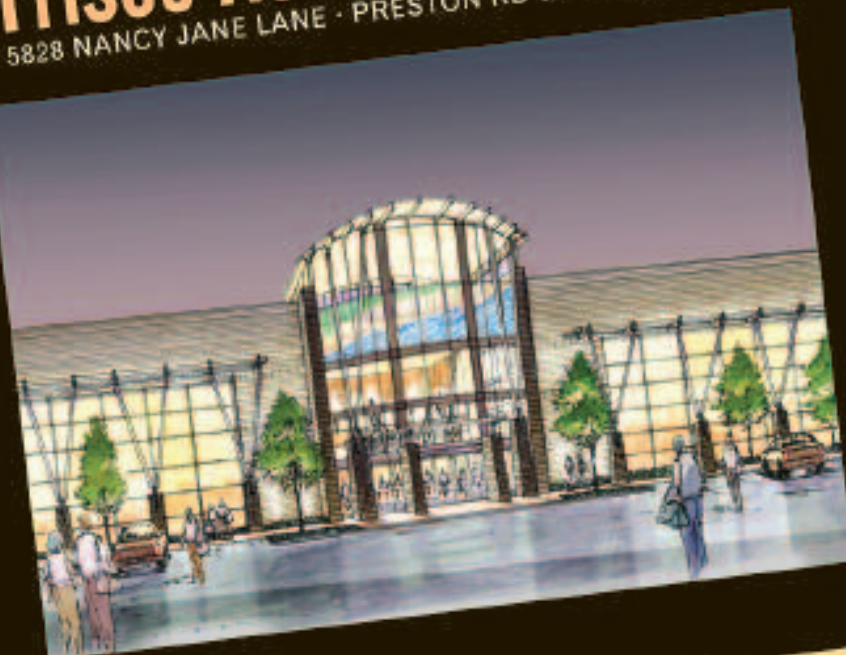
Est. start of construction is October 2007.





# Become a founding member Frisco Athletic Center

5828 NANCY JANE LANE · PRESTON RD & WADE BLVD.



## How do I sign up?

Get an advance membership through  
October 13 :

Main Lobby  
George A. Purefoy Municipal Center,  
6101 Frisco Square Blvd.  
Monday – Saturday  
10 a.m. – 5 p.m.

### Your advance membership includes:

- Two additional free months (14 months for the price of 12)
- Advance notice for recreation classes, programs and league registrations
- Priority reservations opportunities for room rentals within FAC

## Amenities

- Fitness room spanning 22,000 sq. ft – one of the largest in the area!
- State of the art equipment for stretching, cardio exercises, machine and free weights
- Free child care
- Free group exercise
- Two full size gymnasiums
- Two racquetball courts
- Locker room facilities
- Family changing suites
- Café with 'indoor natatorium' view

- Two dance/aerobic studios
- Multipurpose room
- Fun Club (ages 8 weeks to 7 years)
- The Zone (ages 8 to 16 )

## Indoor Aquatics

- Children's interactive 'play ground'
- Flowing current channel with vortex
- Waterslide
- Warm water activity pool
- Multipurpose pool
- Two wet classrooms – perfect for birthday parties!

### RESIDENT RATES · ALL ACCESS PASS

Annual	
Youth .....	\$230
Senior .....	\$280
Adult .....	\$350
Family .....	\$600
Monthly	
Youth .....	\$23
Senior .....	\$28
Adult .....	\$35
Family .....	\$60

### NON-RESIDENT RATES · ALL ACCESS PASS

Annual	
Youth .....	\$350
Senior .....	\$420
Adult .....	\$530
Family .....	\$900
Monthly	
Youth .....	\$35
Senior .....	\$42
Adult .....	\$53
Family .....	\$90



PARKS & RECREATION  
DEPARTMENT

[www.friscofun.org](http://www.friscofun.org)  
[friscofun@friscotexas.gov](mailto:friscofun@friscotexas.gov)  
972.292.6600

Open Mon – Fri 5 a.m. – 10 p.m. | Sat 8 a.m. – 8 p.m. | Sun 11 a.m. – 6 p.m.  
Hours subject to change



## HOMETOWN HAPPENINGS

### October 1

- Frisco Public Arts Board Meeting, Conference Room 5A, 6:30 p.m.

### October 2

- City Council Meeting, Council Chambers, 6:30 p.m.

### October 8

- Frisco Square Municipal Management District Meeting, Conference Room 3A, 4:30 p.m.

### October 9

- Downtown Advisory Board, 5th Floor Conference Room, 12:00 p.m.
- Planning & Zoning (P&Z) Meeting, Council Chambers 6:30 p.m.

### October 10

- Convention Visitors Bureau (CVB), TBD, 12 p.m.
- Arts of Collin County (ACC), City of Allen 4 p.m.
- Housing Trust Fund, Council Chambers, 6:30 p.m.

### October 11

- Parks and Recreation Meeting, TBD, 6:30 p.m.

### October 15

- Frisco Neighborhood Watch General Meeting, Police Department, 7:30 p.m.

### October 16

- City Council Meeting, Council Chambers, 6:30 p.m.

### October 17

- Economic Development Corporation Board of Directors Meeting (EDC), 6801 Gaylord Parkway, 6 p.m.

### October 18

- Community Development Corporation (CDC) Meeting, Conference Room 3A, 6:30 p.m.

### October 22

- Town Hall Meeting, Council Chambers, 7 p.m.

### October 23

- Planning & Zoning (P&Z) Meeting, Council Chambers 6:30 p.m.

### October 25

- North Texas Municipal Water District Meeting, 505 East Brown Street, Wylie, TX, 4 p.m.
- Urban Forestry Board, 6726 Walnut Street, 6:30 p.m.
- Frisco Public Library Foundation Board Meeting, Library Programming Room, 7 p.m.

### October 30

- Heritage Association, Council Chambers, 10 a.m.

# October is National Fire Prevention Month:

## *Time to plan and practice your home fire escape plan*

October is Fire Prevention Month and this year's theme is Practice Your Escape Plan. Many families follow a to-do list to keep things running smoothly. There is one item that should get top billing on everyone's list this month – planning a fire escape plan for your home and practicing it.

It is easy to think that tragedies like home fires happen in other communities and to other people. In 2005, approximately 381,000 home fires occurred in the United States. Those fires killed 3,030 people while they were trying to escape. Nationally studies show that only 23 percent of households have an escape plan in place and even fewer have practiced their plan.

Planning and practicing your home fire escape plan is something that can literally mean the difference between surviving a fire and being the victim of one.

### Here's what you need to do:

- Make sure you have a smoke alarm installed on every level of your home, inside each bedroom, and outside of each sleeping area.
- Test your smoke alarms at least once a month.
- Develop a fire escape plan that identifies two ways out of each room (usually a door and a window) and a come up with a specific place for your family to meet once you have exited your home.
- Make sure your plan allows for any

specific needs in your household such as persons with limited mobility or impaired vision.

- Practice using the plan at least twice a year. If everyone knows what to do, everyone can get out quickly.

- Some children and adults may not awaken to the sound of the smoke alarm. They may need help to wake up.

To download a free Fire Escape Plan Map, visit our website at

www.friscofire.com and check our Fire Prevention Month page for the map and more fire safety tips! Don't let another day go by without planning and practicing your home fire escape plan. You never know when you may need to use it.

Fire Prevention Month also means the Frisco Fire Clowns will be visiting all Fisd schools soon. These are the scheduled dates for 2007!

MON	TUES	WED	THURS	FRI
1 8:00 Sem K-2 9:00 Sem 3-5	2 8:00 Robertson K-2	3 8:30 Mooneyham K-2 9:30 Mooneyham 3-5 1:30 Taylor K-5	4 8:30 Christie PreK-2 9:30 Christie 3-5	5 8:10 Ashley K-2 9:10 Ashley 3-5 2:00 Anderson K-5
8 NO SCHOOL	9 8:00 Ogle K-2 9:15 Ogle 3-5	10 8:30 Blodsoe K-2 9:30 Blodsoe 3-5	11 8:30 Bada K-2 9:30 Bada 3-5	12 8:15 Carlsinger K-2 2:00 Sparks K-5
15 8:00 Borchardt K-5	16 8:15 Rogers 3-5 9:15 Rogers K-2 2:00 Camill K-5	17 8:15 Smith K-2 9:15 Smith 3-5 2:00 Isbell K-5	18 8:15 Corbell K-2 9:15 Corbell 3-5 2:00 Fisher K-5	19 8:15 Riddle PreK-5 2:00 Gunstream K-5
22 8:15 Spears K-2 9:15 Spears 3-5	23 8:15 Hicks K-2 9:15 Hicks 3-5	24 8:15 Shawnee K-2 9:15 Shawnee 3-5	25 8:15 Bright K-2 9:15 Bright 3-5	26 Trick or Treat at Frisco Fire Safety Town (Gon to Spn)
29 9:00 Starwood K-2 10:00 Starwood 3-5	30 9:00 Frisco Montessori 10:00 Frisco Montessori	31 8:15 Pink K-2 9:15 Pink 3-5 Halloween at all Frisco Fire Stations		

## Contest creative way to show holiday spirit

Start planning now to enter your masterpiece in the 7th Annual Gingerbread House Contest or the 2nd Annual Festival of Trees, which will take place during Merry Main Street on December 1. Prizes and awards will be given out in several different age groups and categories.

Information packets with details on how to take part in these two holiday contests are now available. Packets can be found online at [www.FriscoFun.org](http://www.FriscoFun.org) or picked up at

the following locations, Frisco Public Library, Chamber of Commerce, Frisco Athletic Center, Parks & Recreation Administration Building and the Senior Center at Frisco Square. Pre-registration is required.

For more information on these events and how you can participate, please contact Linda Drake at 972-292-6550 or email [ldrake@frisco-texas.gov](mailto:ldrake@frisco-texas.gov).

## Sign up for fall fun; Frisco Fun Guide now available

The fall edition of the Frisco Fun Guide will be available online beginning Monday, October 1 at [www.FriscoFun.org](http://www.FriscoFun.org). The guide will be mailed to all Frisco residents beginning October 8. Also, beginning October 8, a copy may be picked up at the following locations: the Frisco Public Library, 6101 Frisco Square Blvd.; Frisco Chamber of Commerce, 6843 Main St.; and the Parks & Recreation

Department administration building at 6726 Walnut St.

The Frisco Fun activity guide contains information on classes, programs and leagues offered through the Parks & Recreation Department. Mail-in registration for fall classes begins immediately. Walk-in registration begins October 22 at the Frisco Athletic Center, located at 5828 Nancy Jane Ln., during regular hours of business.

## *Frisco Fire Safety Town Fall Festival*

Frisco Fire Safety Town is hosting its first fall festival. Children (ages tots to fifth graders) are welcome to come trick-or-treat safely on Friday, October 26 from 6 p.m. to 9 p.m. Frisco Fire Safety Town sponsors will be stationed in their outdoor buildings showing children how to be safe on Halloween. We will be handing out trick-or-treat bags, so put on your costume, grab the camera and come join us at 8601 Gary Burns Dr. for a SPOOKTACULAR event!

Then on October 31, the Frisco Fire Department will continue a fall tradition. Trick-or-treaters are invited to visit any of our five fire stations Halloween night. Fire Department personnel, as well as a few of the Frisco Fire Safety Clowns, will be on hand to distribute candy and visit with children and their families from 6:00 p.m. until 9:00 p.m.



## SAMPRAS A grand slam



Mayor Mike Simpson presented tennis legend Pete Sampras with a copy of the proclamation making September 22, 2007 "Pete Sampras Day in Frisco." Sampras also received a proclamation issued by Governor Rick Perry naming Sampras an "Honorary Texan." Sampras, who holds 14 grand slam tennis titles, played ATP Tour Star Robby Ginepri in the "FedEx All American Tennis Shootout" at the Deja Blue Arena inside the Dr Pepper StarCenter. The September 22 event benefited area youth through the Maureen Connolly Brinker Tennis Foundation (MCB) and National Junior Tennis League (NJTL), an Arthur Ashe Legacy Program.

## Frisco police host motorcycle officer competition

The Frisco Police Department was the host agency for the 2007 Motorcops.com National Training and Skills Championship August 22 through 25. The event brought 66 motorcycle officers from ten states to Pizza Hut Park. The event consisted of two days of training and then two days of competition. Members of the Tucson, AZ police force won the overall team competition.

The event raised more than \$1,000 for the charity known as "COPS," Concerns of Police Survivors. Frisco police thank all those who helped make it a great



Frisco police officer Mike Collins skillfully navigates his motorcycle through the challenge course.

event by donating time and resources.

## Police vehicle choice investment in safety

SGT. GLYNDA COVINGTON

FRISCO POLICE COMMUNITY SERVICES DIVISION

The Frisco Police Department has purchased a number of Chevrolet Tahoes to supplement and replace the current police fleet. In an effort to inform and educate our citizens, we want to share the following reasons for these purchases.

We believe that it is very important for our officers to drive vehicles that are safe and specifically designed for the rigors of police use. There are very few cars on the market that are specifically designed for police "pursuit" use. We have in the past utilized Ford Crown Victoria's and Chevrolet Impalas, and while both served their purpose, neither vehicles has performed as well as the Tahoe.

The Tahoes are purchased for about \$29,000, compared to \$22,000, for a Crown Vic. The Tahoe expected patrol life is 200,000 miles. The Crown Vic's expected patrol life is 90,000 to 100,000 miles. The resale value of the Tahoe will be greater than that of the Ford when its mileage surpasses our limits. We think, in a purely economical sense, the purchase of Tahoes is sound.

Crown Vics and Tahoes have comparable gas mileage. In fact the Tahoes are equipped with motors that deactivate four cylinders when the demand for horsepower does not require all eight cylinders firing.



Both vehicles are expected to get around 12 mpg.

The Tahoes offer more interior room for officers and equipment. Since our officers drive these vehicles 12 hours a day, we do take comfort into consideration.

With the amount of electronic equipment growing in police vehicles, the importance of keeping the equipment cool while in operation is important. The placement of electronics in a trunk is very hard on the equipment.

We are always looking for ways to reduce mileage and fuel/oil consumption. Currently, we are looking at the frequency of oil changes and how we might use the on-board computer of the Tahoe to tell us when the oil needs to be changed instead of just doing it every 3,000 miles.

We understand the concern some citizens share and would be happy to discuss this issue with them. Any citizen is invited to come to the police department at 7200 Stonebrook Parkway and look at both types of vehicles.

## Register now for the 2008 Winter Games of Texas

The City of Frisco is proud to host the 2008 Winter Games of Texas, happening January 19 - 21. This multi-sport youth athletic event will feature 15 different sports played in venues throughout Frisco, including: basketball, cheerleading, fencing, figure skating, flag football, fencing, gymnastics, ice hockey, judo, rock climbing, soccer, swimming, table tennis, volleyball, wrestling and youth tackle football.



The Winter Games of Texas is a sports festival created for Texas amateur athletes. Patterned after the Olympic Games, the Winter Games of Texas provide a forum for training and competition among Texas' Olympic hopefuls and recreational athletes.

Join us in welcoming athletes to the Winter Games of Texas. Make plans to attend the exciting Celebration of Athletes and Winter Games Village on Saturday, January 19. The Celebration will include an athlete parade, past Olympians, live entertainment, fabulous fireworks and the lighting of the Games of Texas cauldron. Bring the family out before the celebration to enjoy the Winter Games Village featuring bounce houses, face painting and tons of other family fun.

For more information, or to register an athlete, please visit the Texas Amateur Athletic Federation (TAAF) website at [www.taaf.com](http://www.taaf.com), or call 877-GoFrisco.

It takes hundreds of volunteers to run an event of this size. We need your assistance in making this event a success for both athletes and fans. If you are interested in volunteering, please contact [marla@visit-frisco.com](mailto:marla@visit-frisco.com), or [chaney.muench@sbcglobal.net](mailto:chaney.muench@sbcglobal.net).

The TAAF Winter Games of Texas are hosted by the Frisco Convention & Visitors Bureau in partnership with the City of Frisco Parks & Recreation Department and our many partners in Frisco.

## ART

Continued from page 1

"It just helps to beautify," said Richard Oldham, Frisco Public Art Manager. "The parks are here for a specific purpose. The city buildings are here for a specific purpose, and the art program helps accent those purposes."

What's good for the beautification of the city is also good for the city's bottom line, and economic vitality is part of the mission of a public art program.

"Art literally means business," explains Oldham. "It draws developers into the community... and when you have people drawn to a community, your community grows and flourishes and becomes more successful."

One of the newest additions to Frisco's public art collection will debut with the grand opening of the Frisco Athletic Center on October 27. The work, which is not yet titled, features two carved stone freezes measuring

20 feet high by 8 feet wide in the building's foyer.

Artist Eliseo Garcia's hand crafted the piece, but the creative process began as a group effort. After he was commissioned, Garcia met with the Public Art Board and members of the community to get input about the theme. Citizens were vocal about fusing historical Frisco landmarks with elements of the natural landscape. The result is a piece of art that will allow patrons to discover something new every time they pass by.

"Even though I created it and it's a part of me now—part of my heart and part of my passion—it is for the City of Frisco, for the community," said Garcia.

Although the public art program is a relatively new, Garcia, Hickman and other commissioned artists credit the city for having a

program that rivals those of cities much larger than Frisco. That is something city leaders say all in Frisco can be proud of.

With a public art collection expected to include more than 50 works within the next two years, city leaders hope the diversity of the pieces will allow every Frisco resident to find something to admire.

Oldham explains Frisco's public art collection like this, "It's just like a relationship with anybody, you may not like everything about a person, but you love the person."

To learn more about Frisco's public art program and view some of the works displayed throughout the city, go online to [www.frisco-texas.gov](http://www.frisco-texas.gov). Click on the Projects/Programs tab and then select Public Art.



# Frisco to Host National Performers at Storytelling Festival

Tickets on Sale Now!

October 12 & 13 • City Hall Plaza • 6101 Frisco Square Blvd.

Best described as "one person theatre," storytelling is an ancient art form that has recently experienced a boom in popularity.



Storytelling, that ancient art as old as language itself, continues to thrive in a world overrun with modern media. From the dawn of time, long before the written word, storytellers have captivated their audiences with tales born of cultural diversity, family traditions, personal anecdotes, and the human experience.

Using special blends of humor, suspense, and empathy, modern storytellers continue to entice and enthrall a media-saturated world. The Frisco Storytelling Festival offers a spellbinding weekend of fables from ancient cultures, hilarious chronicles of childhood misadventures, rollicking anecdotes, the tallest of tales, and toe-tapping tunes. It's a family event you won't want to miss!

## Texas-Sized Fun



Frisco's Storytelling Festival has been named one of the best storytelling festivals in the nation. In continuing with this Texas-sized tradition, this year's festival will feature four nationally recognized storytellers. Among them are musicians, authors, educators, and Emmy Award winners – all professional entertainers with a repertoire sure to please adults and children. These award winning storytellers will be performing under tent canopies at City Hall Plaza in front of the Frisco Public Library.

## National Performers

In an age of film and computers, storytelling provides a refreshingly personal connection between the audience and performer, with tales that can be comical, riveting, and poignant.

As a three-time Emmy Award winner, Bobby Norfolk is one of the most popular and dynamic storytellers in



the country today. Norfolk uses his background in comedy and theatre to create high-energy performances.

A veteran of the National Storytelling Festival, David Novak returns to Frisco with his enticing blend of originality and insight. Novak's fluid voice glides effortlessly between characters, weaving contrasting elements into wholly surprising tales of character, courage, caring, and wonder.

Considered one of the foremost storytellers in the United States, Doug Lipman enhances his highly engaging stories with songs and musical instruments. Lipman is a veteran storyteller who has performed in schools and libraries, on National Public Radio, at the National Storytelling Festival, and at the Smithsonian Museum.

Also returning to Frisco this year, the vivacious Beth Horner captivates audiences by weaving music into her lively, traditional storytelling style. Her performances entertain both young and old, sweeping everyone into journeys of adventure, warmth, wonder, haunting eeriness, and raucous laughter.

These storytellers will touch your heart and make you smile.

## Young and Old Alike

The Festival opens with Friday evening's "Favorite Stories," heartwarming tales from all of the featured storytellers. Saturday is Target Day with free admission from 10 a.m. to 4 p.m., when the plaza comes alive with a variety of activities, including storytelling, puppet shows, and folk arts and craft demonstrations. Early Saturday evening, the storytellers reunite to capture the imaginations of the young – and young at heart – for "Bedtime Stories." Then at 8 p.m., the Festival's Grand Finale features our nationally acclaimed storytellers who take the stage one last time for "Laughing Night," which promises rib-tickling, laugh out-loud stories and songs under the autumn stars.

## The Place

Plan to spend a day, an evening, or both at City Hall Plaza, enjoying not only world-class performances, but also arts and crafts demonstrations. You can dine at restaurants conveniently located in Frisco Square, or even bring your own picnic. While you are there, don't forget to explore the library or stop by the Festival Gift Shop, which offers hundreds of storytelling books, CDs, tapes, and puppets.



## Sponsored for You

This unique entertainment event is brought to you by the generous sponsors listed below. Proceeds from ticket sales will go to the Frisco Public Library Foundation.

THE WESTIN  
STONEDRIAR  
RESORT  
NORTH DALLAS

Star

TARGET.

Apple  
Creek

oak media

Frisco Arts

FRISCO

frisco  
STYLE  
MAGAZINE  
Sponsored Media Sponsor

Come see why the old-fashioned art of storytelling has become a 21st Century sensation.

## Concerts:

EVENING CONCERTS – TICKET REQUIRED

Favorite Stories – Friday 8 p.m.  
Bedtime Stories – Saturday 6 p.m.  
Laughing Night – Saturday 8 p.m.

TARGET DAY – FREE ADMISSION

Saturday Daytime 10 a.m.-4 p.m.  
Thanks to the generosity of Target



## Event and Ticket Information:

Visit us at [www.friscofest.org](http://www.friscofest.org) or call 972.292.5669  
Tickets available on the web or at the Frisco Public Library, 6101 Frisco Square Blvd.

